

**Master's Degree in
International Tourism and Hospitality
(MITH)
2019-2020**

**Revenue Management
Specialization (graduate certificate)**

Abstract

Revenue management is about understanding, anticipating and influencing customer behavior with the end goal of increasing revenues and optimizing profits through 3 strategic levers: price, time and space. Currently, with increasing automation, technological complexity and the evolving distribution landscape, revenue managers must fill a key strategic role where additional soft skills are required. These capabilities are even more critical now to regain profitability in tourism and hospitality.

The curriculum provides in-depth study and analysis of revenue management, from the fundamentals to the latest developments.

Key points:

- 3 ECTS upon completion of course and passing the final exam
- Interactive lectures and case-based approach
- Final project + in-class continuous assessment
- 13th-20th July 2020 from 9 am to 6 pm
- Fees: €1.800; for corporate enrollments, 50% discount for second participant

Modules:

- 1) Revenue management
- 2) Forecasting and F&B revenue management
- 3) The new frontiers of revenue management

Faculty:

- Alessandro Capocchi - University of Milano Bicocca
- Edoardo Dal Negro – The Dedica Anthology
- Cindy Heo – Ecole Hôtelière de Lausanne
- Paolo Muzzeddu –Intercontinental Hotel Group
- Simone Puerto – Travel Singularity
- Luciano Scauri – SKL International Hotel Consulting
- Damiano Zennaro - Ideas